



## Market Profile

Greenville City, SC  
Greenville city, SC (4530850)  
Place

Greenville city,...

### Population Summary

2000 Total Population	56,786
2010 Total Population	58,409
2014 Total Population	61,414
2014 Group Quarters	5,126
2019 Total Population	65,351
2014-2019 Annual Rate	1.25%

### Household Summary

2000 Households	24,904
2000 Average Household Size	2.10
2010 Households	25,599
2010 Average Household Size	2.08
2014 Households	26,988
2014 Average Household Size	2.09
2019 Households	28,874
2019 Average Household Size	2.09
2014-2019 Annual Rate	1.36%
2010 Families	12,827
2010 Average Family Size	2.88
2014 Families	13,576
2014 Average Family Size	2.86
2019 Families	14,365
2019 Average Family Size	2.87
2014-2019 Annual Rate	1.14%

### Housing Unit Summary

2000 Housing Units	27,955
Owner Occupied Housing Units	42.5%
Renter Occupied Housing Units	46.6%
Vacant Housing Units	10.9%
2010 Housing Units	29,418
Owner Occupied Housing Units	39.5%
Renter Occupied Housing Units	47.5%
Vacant Housing Units	13.0%
2014 Housing Units	30,965
Owner Occupied Housing Units	39.0%
Renter Occupied Housing Units	48.1%
Vacant Housing Units	12.8%
2019 Housing Units	32,946
Owner Occupied Housing Units	39.1%
Renter Occupied Housing Units	48.5%
Vacant Housing Units	12.4%

### Median Household Income

2014	\$38,210
2019	\$44,514

### Median Home Value

2014	\$187,612
2019	\$239,639

### Per Capita Income

2014	\$27,544
2019	\$31,451

### Median Age

2010	34.6
2014	35.5
2019	36.4

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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### 2014 Households by Income

Household Income Base	26,989
<\$15,000	20.1%
\$15,000 - \$24,999	14.7%
\$25,000 - \$34,999	11.2%
\$35,000 - \$49,999	14.2%
\$50,000 - \$74,999	14.6%
\$75,000 - \$99,999	8.9%
\$100,000 - \$149,999	6.6%
\$150,000 - \$199,999	4.9%
\$200,000+	4.6%

Average Household Income \$61,426

### 2019 Households by Income

Household Income Base	28,873
<\$15,000	18.7%
\$15,000 - \$24,999	10.7%
\$25,000 - \$34,999	10.4%
\$35,000 - \$49,999	14.5%
\$50,000 - \$74,999	15.3%
\$75,000 - \$99,999	10.2%
\$100,000 - \$149,999	9.0%
\$150,000 - \$199,999	5.6%
\$200,000+	5.6%

Average Household Income \$69,868

### 2014 Owner Occupied Housing Units by Value

Total	12,089
<\$50,000	3.9%
\$50,000 - \$99,999	14.8%
\$100,000 - \$149,999	19.4%
\$150,000 - \$199,999	15.6%
\$200,000 - \$249,999	10.7%
\$250,000 - \$299,999	7.6%
\$300,000 - \$399,999	10.2%
\$400,000 - \$499,999	5.7%
\$500,000 - \$749,999	6.5%
\$750,000 - \$999,999	2.4%
\$1,000,000 +	3.0%

Average Home Value \$269,392

### 2019 Owner Occupied Housing Units by Value

Total	12,882
<\$50,000	2.8%
\$50,000 - \$99,999	8.9%
\$100,000 - \$149,999	12.3%
\$150,000 - \$199,999	15.1%
\$200,000 - \$249,999	13.7%
\$250,000 - \$299,999	10.3%
\$300,000 - \$399,999	13.2%
\$400,000 - \$499,999	6.1%
\$500,000 - \$749,999	8.4%
\$750,000 - \$999,999	4.7%
\$1,000,000 +	4.4%

Average Home Value \$330,993

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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## 2010 Population by Age

Total	58,409
0 - 4	6.5%
5 - 9	5.3%
10 - 14	4.6%
15 - 24	16.9%
25 - 34	17.3%
35 - 44	13.1%
45 - 54	12.7%
55 - 64	10.8%
65 - 74	6.2%
75 - 84	4.1%
85 +	2.5%
18 +	80.6%

## 2014 Population by Age

Total	61,415
0 - 4	6.1%
5 - 9	5.7%
10 - 14	4.8%
15 - 24	16.0%
25 - 34	16.7%
35 - 44	13.1%
45 - 54	12.3%
55 - 64	11.5%
65 - 74	7.4%
75 - 84	4.0%
85 +	2.3%
18 +	80.6%

## 2019 Population by Age

Total	65,350
0 - 4	6.1%
5 - 9	5.6%
10 - 14	5.1%
15 - 24	15.2%
25 - 34	16.0%
35 - 44	13.0%
45 - 54	11.7%
55 - 64	11.9%
65 - 74	8.6%
75 - 84	4.5%
85 +	2.3%
18 +	80.4%

## 2010 Population by Sex

Males	28,091
Females	30,318

## 2014 Population by Sex

Males	29,820
Females	31,595

## 2019 Population by Sex

Males	31,867
Females	33,483



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### 2010 Population by Race/Ethnicity

Total	58,409
White Alone	64.0%
Black Alone	30.0%
American Indian Alone	0.3%
Asian Alone	1.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.5%
Two or More Races	1.8%
Hispanic Origin	5.9%
Diversity Index	55.6

### 2014 Population by Race/Ethnicity

Total	61,414
White Alone	62.8%
Black Alone	30.2%
American Indian Alone	0.3%
Asian Alone	1.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.0%
Two or More Races	2.0%
Hispanic Origin	7.0%
Diversity Index	57.7

### 2019 Population by Race/Ethnicity

Total	65,352
White Alone	61.6%
Black Alone	30.3%
American Indian Alone	0.4%
Asian Alone	1.7%
Pacific Islander Alone	0.2%
Some Other Race Alone	3.4%
Two or More Races	2.3%
Hispanic Origin	8.2%
Diversity Index	59.9

### 2010 Population by Relationship and Household Type

Total	58,409
In Households	91.2%
In Family Households	65.0%
Householder	22.0%
Spouse	13.8%
Child	24.2%
Other relative	3.2%
Nonrelative	1.8%
In Nonfamily Households	26.3%
In Group Quarters	8.8%
Institutionalized Population	2.4%
Noninstitutionalized Population	6.4%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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### 2014 Population 25+ by Educational Attainment

Total	41,357
Less than 9th Grade	5.1%
9th - 12th Grade, No Diploma	9.7%
High School Graduate	18.6%
GED/Alternative Credential	3.1%
Some College, No Degree	17.6%
Associate Degree	5.9%
Bachelor's Degree	24.5%
Graduate/Professional Degree	15.4%

### 2014 Population 15+ by Marital Status

Total	51,216
Never Married	42.8%
Married	38.8%
Widowed	6.5%
Divorced	11.9%

### 2014 Civilian Population 16+ in Labor Force

Civilian Employed	92.7%
Civilian Unemployed	7.3%

### 2014 Employed Population 16+ by Industry

Total	28,611
Agriculture/Mining	0.3%
Construction	4.5%
Manufacturing	12.4%
Wholesale Trade	2.6%
Retail Trade	9.3%
Transportation/Utilities	3.5%
Information	2.0%
Finance/Insurance/Real Estate	7.3%
Services	55.2%
Public Administration	3.0%

### 2014 Employed Population 16+ by Occupation

Total	28,612
White Collar	65.0%
Management/Business/Financial	16.1%
Professional	24.5%
Sales	12.8%
Administrative Support	11.5%
Services	19.2%
Blue Collar	15.8%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	2.6%
Installation/Maintenance/Repair	2.3%
Production	6.3%
Transportation/Material Moving	4.5%

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### 2010 Households by Type

Total	25,599
Households with 1 Person	41.7%
Households with 2+ People	58.3%
Family Households	50.1%
Husband-wife Families	31.4%
With Related Children	12.8%
Other Family (No Spouse Present)	18.7%
Other Family with Male Householder	3.9%
With Related Children	1.8%
Other Family with Female Householder	14.7%
With Related Children	9.6%
Nonfamily Households	8.1%

All Households with Children	24.6%
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Multigenerational Households	2.4%
Unmarried Partner Households	6.0%
Male-female	5.2%
Same-sex	0.8%

### 2010 Households by Size

Total	25,599
1 Person Household	41.7%
2 Person Household	30.9%
3 Person Household	13.1%
4 Person Household	8.8%
5 Person Household	3.6%
6 Person Household	1.2%
7 + Person Household	0.6%

### 2010 Households by Tenure and Mortgage Status

Total	25,599
Owner Occupied	45.4%
Owned with a Mortgage/Loan	32.4%
Owned Free and Clear	12.9%
Renter Occupied	54.6%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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### Top 3 Tapestry Segments

1. In Style (5B)
2. Young and Restless (11B)
3. Modest Income Homes

### 2014 Consumer Spending

Apparel & Services: Total \$	\$36,004,568
Average Spent	\$1,334.10
Spending Potential Index	59
Computers & Accessories: Total \$	\$6,044,122
Average Spent	\$223.96
Spending Potential Index	88
Education: Total \$	\$34,588,387
Average Spent	\$1,281.62
Spending Potential Index	86
Entertainment/Recreation: Total \$	\$74,284,506
Average Spent	\$2,752.50
Spending Potential Index	85
Food at Home: Total \$	\$120,184,355
Average Spent	\$4,453.25
Spending Potential Index	87
Food Away from Home: Total \$	\$75,403,438
Average Spent	\$2,793.96
Spending Potential Index	87
Health Care: Total \$	\$102,448,276
Average Spent	\$3,796.07
Spending Potential Index	82
HH Furnishings & Equipment: Total \$	\$36,907,243
Average Spent	\$1,367.54
Spending Potential Index	76
Investments: Total \$	\$49,704,335
Average Spent	\$1,841.72
Spending Potential Index	69
Retail Goods: Total \$	\$546,706,156
Average Spent	\$20,257.38
Spending Potential Index	82
Shelter: Total \$	\$382,166,659
Average Spent	\$14,160.61
Spending Potential Index	88
TV/Video/Audio: Total \$	\$30,470,167
Average Spent	\$1,129.03
Spending Potential Index	89
Travel: Total \$	\$41,678,081
Average Spent	\$1,544.32
Spending Potential Index	81
Vehicle Maintenance & Repairs: Total \$	\$25,120,880
Average Spent	\$930.82
Spending Potential Index	86

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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